



# California Newspaper Publishers Association

2010 Press Summit • Monterey Plaza Hotel • April 15-17, 2010



## EVALUATION FORM

Thank you for attending the 2010 Press Summit. The Summit planning committee welcomes your comments and suggestions. Please take a moment to rate the effectiveness of the 2010 Press Summit program on a scale of 1 to 5, with 5 being excellent, 4 good, 3 average, 2 fair, and 1 poor. Mark "DNA" for any sessions you "did not attend." Download, fill in and fax completed form to 916.288.6002 or mail to Diane Donohue, 708 10th Street, Sacramento, CA 95814-1803.

### Overall Impression

Programming content?

**Rating**

**Comments**

Too little programming? Too much programming?

Did you pick up any ideas that can be immediately implemented?

Speakers' expertise?

Did the 2010 Press Summit address current issues and meet the priority needs of your newspaper/company?

Were the sponsor display tables an informative enhancement?

Enjoyment of evening social functions?

Did you consider the Monterey Plaza Hotel a good value overall?

Quality of food? Did you like or dislike? What in particular did you like or dislike?

**Rating**

**Comments**

### Thursday, April 15, 2010

#### Welcome Luncheon

Drew Davis, API

"Five Doctrines for the Future of News"

#### General Session I - CNAEA Session

CNAEA Advertiser Roundtables

Facilitated by Suzanne Deegan, The Sacramento Bee

#### General Session II

Earl Wilkinson, INMA

"The Newsmedia Outlook: Last Minutes of Danger, Last Minutes of Opportunity"

#### Special Session

Greg Harmon, Itz Publishing

"Getting a Piece of the Political Pie"

**Opening Night Reception** - Sponsor infomercials

#### Dinner and Entertainment

Jack London/John Steinbeck/Dizzy Grover Coe Trio

**Rating****Comments****Friday, April 16, 2010****General Session III**

Resource Roundtables

Facilitated by Amy Pack, Visalia Times-Delta

**General Session IV - CSNE Session**

David Ledford, The News Journal, Wilmington, Del.

"Making Your Own Luck"

**Luncheon**

James M. Moroney, III, A. L. Belo Corporation

"Up!"

**General Session V**

Gary Moore, Insight Edge

"The Multi-Media Challenge: Selling  
Print/Online/Matchbook Covers"**General Session VI**

Dawn Paduganan, Private Label Solutions

"Who Could Eat Your Lunch — And How You  
Can Thrive Alongside Them"**Cooking and Tasting Demonstration****General Session VII**

David Bessen, MediaNews Group

Roger Coover, The Record, Stockton

"Paid Online Models—What, Why and How2s from  
Recent Experience"**Reception**

Silent Auction

**Dinner , Live Auction and Entertainment**

Comedian Dan St. Paul; Keyboardist Scott Brown

**Saturday, April 17, 2010****Women Executives' Breakfast**

Facilitated by Cheryl Brown

Black Voice News, Riverside

**General Session VIII**

Linda Deutsch, Associated Press

Dan Day, The Modesto Bee

William J. Murray, Jr., San Joaquin County Superior Court Judge

"Deliver More Compelling Court Coverage for  
Readers with Expanded Access to the Courts"**General Session IX**

David Bessen, MediaNews Group

Walter E. Hussman, Jr., Arkansas Democrat Gazette

Steve Outing, Online Media Entrepreneur

Steve Yelvington, Morris Communications

"Is There Wisdom in Newspapers Charging for News  
and Other Content on Their Websites?"

**How can the 2011 Press Summit be improved to better serve your needs?**

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**Suggestions for speakers and topics for the 2011 Press Summit...**

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Thank you for completing this form. Your comments and suggestions will be very helpful for the 2011 Press Summit planning committee.

(Optional)

Name \_\_\_\_\_

Newspaper/Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_